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PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE

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To: • Messrs. J. C. Bowling and A. Holtzman
From: • J. E. Lincoln
Subject: • Smoking and Happiness

Date: April 6, 1972

Our first piece of data suggests that in New York City cigarette smokers in comparison with those who have never smoked are 1.5 times as likely to report themselves as being "not too happy." In Saginaw, they are 2.4 times as likely to report themselves as being "not too happy."

We have at this point some possibility of demonstrating that a statistical association between unhappiness and premature mortality is more meaningful than an association between cigarette smoking and premature mortality. Already, as I believe I have mentioned, there is a study that associates happiness with religious conviction and another piece of research which associates religious conviction with longevity.

In order to pursue this matter further, we should interview a more representative sample and compare the responses of heavy smokers and light smokers as well as of young people and older people. If the happiness differential between smokers and non-smokers is greatest among older people, we are in a little trouble because such a pattern would fit the theory that it was the smoking that was causing the unhappiness. However, if the happiness differential is equal or greater among young people, we begin to have evidence that it could not be a result of smoking.

A much better, though far more time-consuming, methodology for definite evaluation of the above would be to pick up happiness data among a group of pre-teeners and follow them over time to see whether there was a disproportionate tendency for the unhappy ones to take up cigarette smoking. I have long felt that we should begin a major prospective study to determine how those who become smokers and ex-smokers differed from those who never smoked. Happiness ratings would be a logical part of such a study.

I am enclosing the data which was obtained for me. You will note that Al Udow's interpretation is considerably more restrained than my own. The question, however, is not whether this one piece of data proves anything but whether there is a prospect of proving something.

I would appreciate your advice as to how much further effort this project deserves.

JEL:rg

cc: R. R. Millhiser

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